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Due Oct 13, 2023 20 points

40 Replies (25)

PROJECT Netflix Milestone: Type lockup w/image drafts-critique

Project Netflix Title | Color lockup w/image

Post Due: 10/13

PROJECT Netflix instructions (https://wvm.instructure.com/courses/54604/pages/project-netflix-instructions?wrap=1)

Project Brief

You are to create a typographic title lock-up for a fictitious Netflix movie or series. This movie/series can be any of the following genres: adventure, children, drama, fantasy, horror, humor, mystery, non-fiction, romance, or sci-fi.

Process

Titles should be 3–5 words in length.

We are on step five of the process from the instructions.

5. **Choose the strongest title concept and develop two show card layouts.** Create a new document that is 1,500 × 844 pixels in RGB color format. Place the title on the left side of the document. Choose a royalty-free image (**Creative Commons Zero (https://wvm.instructure.com/courses/54604/modules/346949)**) that connects to your interpretation of this fictitious movie/series. Adjust the color and size of the lock-up in the design as needed.

Submission instructions

1. Post a minimum of (2) color lockups.
2. Include your design thinking—***why*** you made the design choices you made. Use your design vocabulary.
3. Provide constructive feedback on another classmate's work

Feedback

The feedback received can be implemented to make your concepts stronger. Remember, if a peer has two comments move on to another classmate.

You don't need to incorporate all of the feedback you receive—it is up to you to decide. However, remember that as designers we have reasons for ALL of our design decisions. They are never arbitrary, or because we "like it". More appropriately, we need to ask ourselves: DOES IT WORK

Keep an open mind during this draft-critique. It might be suggested that you adjust your concept here or rework your imagery.

If you're getting stuck, ask for help. If you need advice or comments ask for specifics.

This topic is closed for comments.

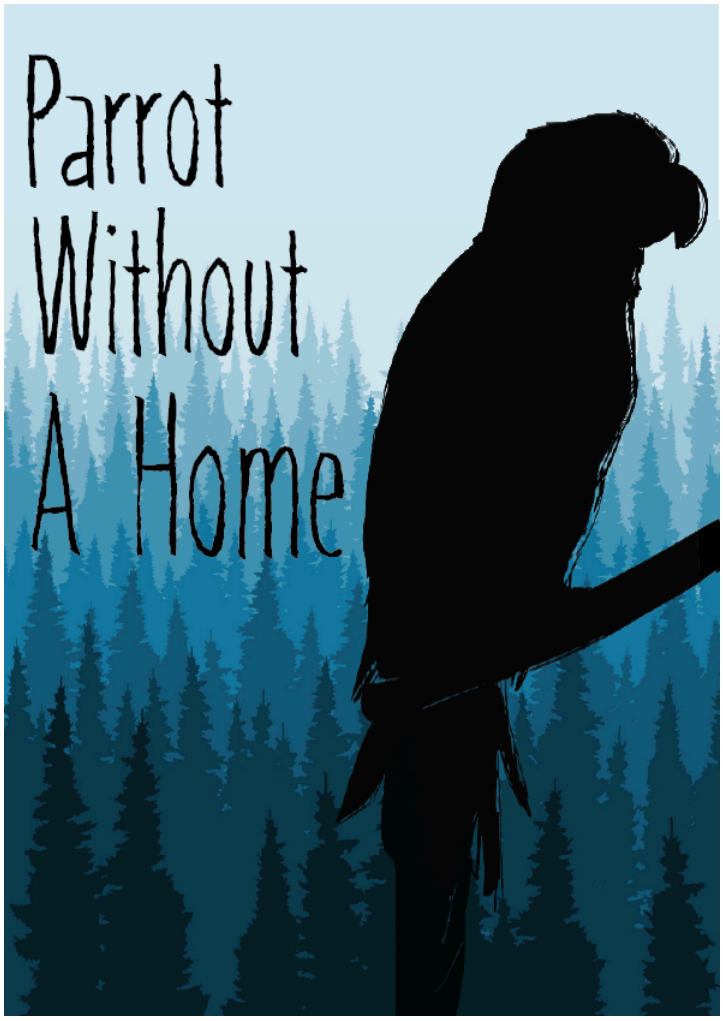
James Inanoria *(He/Him)* (https://wvm.instructure.com/courses/54604/users/77418)
Oct 14, 2023 12:27am | Last reply Oct 19, 2023 1:17pm

Upon recognizing that my initial assignment approach was incorrect, I decided to discard my previous lockup, which featured eclipse phases. Unfortunately, the imagery proved incompatible with the required document dimensions. In its place, I selected a new image, one that I interpret as a fiery sun. This choice resonates with the movie's theme, as I envision the plot revolving around the impending extinction of sunshine. Additionally, I made alterations to the typeface and the placement of the words. The use of all capital letters now aligns seamlessly with the somewhat ominous ambiance of the image. However, I encountered a challenge when it came to selecting an appropriate text color. Striking a balance that complements both the darker and lighter aspects of the image proved to be a complex task.

Out of the two lockups, I'm leaning towards the second one as the stronger option. In this version, I delved deeper into the concept of stylizing the 'o' in "of." I found an image featuring the moon perfectly positioned for implementing this idea. I've also matched the text color to the moon, aiming for a cohesive look. The tan color complements the dark blue sky beautifully. However, I'm beginning to question my choice of font for this rendition. Would it be more suitable to stick with a serif typeface, or a different font altogether?

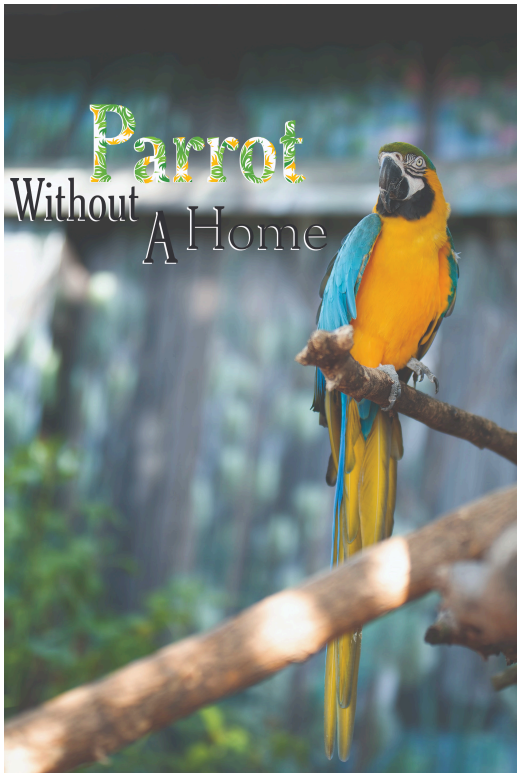
1 Reply (1)

Eiren Futch (https://wvm.instructure.com/courses/54604/users/142169)
Oct 13, 2023 11:36pm | Last reply Oct 17, 2023 11:22pm



Design Thinking #1

For this design I wanted to go for a simple but adventurous type of look by using repeating patterns such as these silhouettes, the rhythm shown by the trees along with it being in color gives the parrot and title in black contrast allowing them to stick out more from the background.



Design Thinking #2

For this second image I wanted to keep the parrot but instead fill this draft with more vibrancy. I decided to make the word parrot in the title have this tropical pattern to keep it more stood out from the rest of the text, emphasizing the word and fitting with the colorful background. I also chose this image because of the blurred out background, which leaves the parrot as the primary focus.

1 Reply (1)

CY **Christian Yanoska** (https://wvm.instructure.com/courses/54604/users/148584)
Oct 13, 2023 11:21pm | Last reply Oct 17, 2023 6:35pm

LAYOUT 1: Two Sides

The Specific design out of this is that it is showing the two different sides of the world, slightly altered, notice the opposite side reflecting on the water? The brothers of my series are showing two different sides of one separate story, where it involves a dramatic change in the world around them, The text being a cyan-ish, gray, being a combination of the two main colors of the two main characters, the two brothers, as well as the title words are MEANT to seem out of place here to get the person to observe and notice the title, first, then the imagery. one brother being represented by a bright-ish cyan, while the gray is representative color of the other brother.

LAYOUT 2: Mysterious Scenery

This Idea is a different concept, instead this time, scenery is explaining the whole scenario, showing almost two separate sides of a difference, while now also the title being a Combination of Blue, White, and Red, just like the scenery of the background. This approach to this is more scenery and mysterious than the last, because gods can be mysterious but also marvelous in their own ways as we seem to portray them in modern day culture. So this is the exact idea I went for.

1 Reply (1)

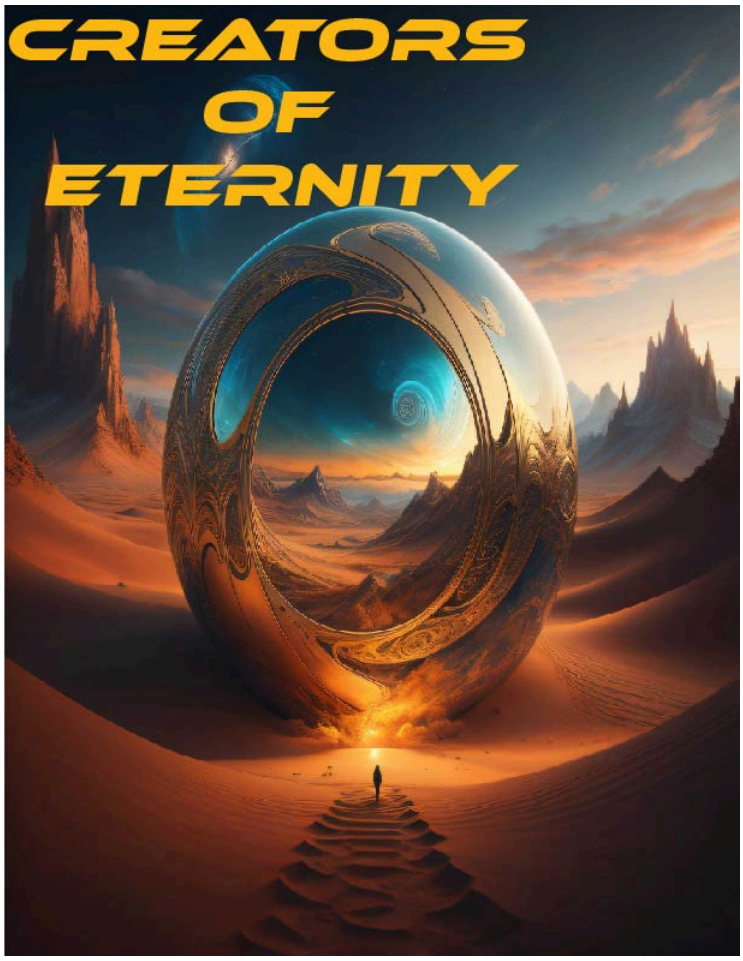
Carlito Concepcion Jr (https://wvm.instructure.com/courses/54604/users/37371)
Oct 13, 2023 11:15pm | Last reply Oct 17, 2023 6:27pm

Creators of Eternity is the name of my movie or series and its genre was fantasy but I decide to change is back to sci-fi because of the word eternity and its meaning of infinity. When I think of infinity I thought of the infinite loop and space.

So for concept#1 I chose this image of a astronaut that is surrounded my white mask(to represent creators) in a dark place(to represent eternity).The font I chose is Pirulen bold with the color white and black outline. I chose this font because its futuristic and to me it look good. The placement of the tittle can be questionable because I chose to put it in a place where it put to much weight of the image in the bottom.

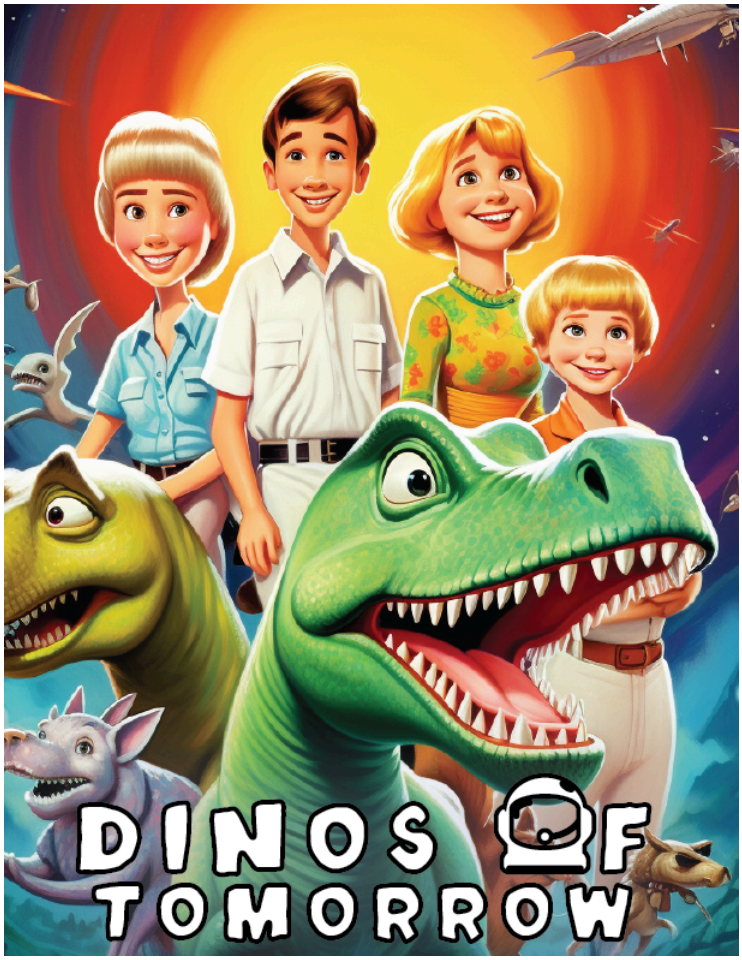
For concept#2, I used a image that has a deity in the middle surround by infinite space and the title placement was hard to chose since there is a lot of open space in the image. I was at first thinking of having the title in the top over the figure in the middle and make it look like it was holding the title but I decided the place it in bottom to have the figure on top of the title

Concept#3 I went with a Guardian of the Galaxy style font and I choice to put the title in the top since there is a lot of open space in the top side



1 Reply (1)

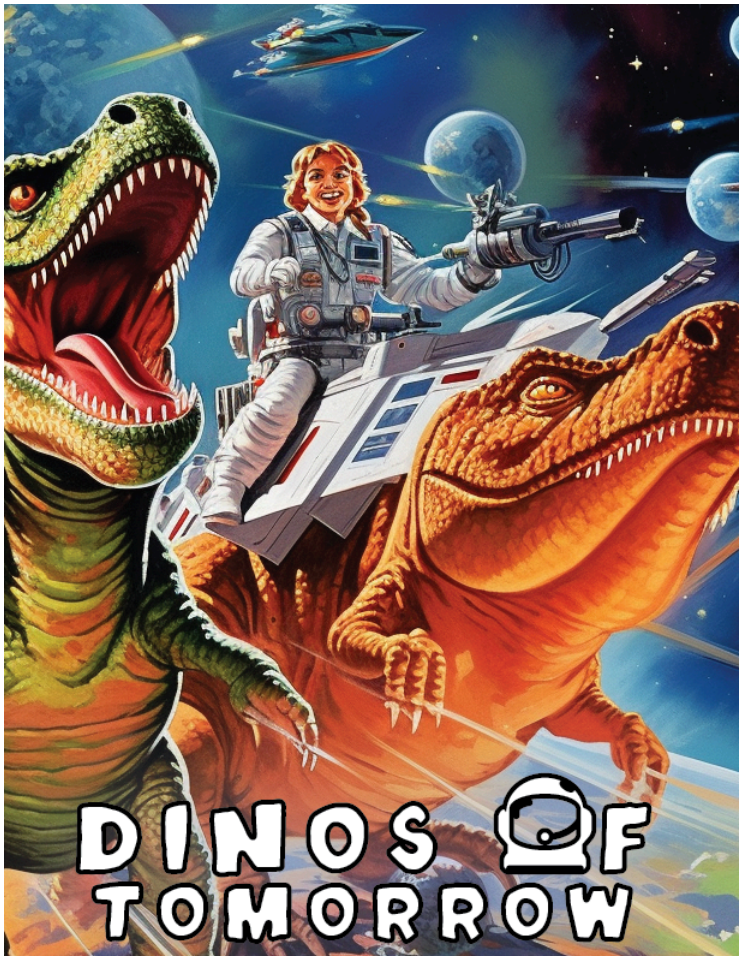
Pamela Courtney (https://wvm.instructure.com/courses/54604/users/134711)
Oct 13, 2023 7:54pm | Last reply Oct 17, 2023 6:23pm



Dinos of Tomorrow (#1)

Image: I used **Midjourney** (https://www.midjourney.com/) to create the image from the prompt: *george jetson is a Tyrannosaurus rex, jane jetson is a Triceratops, judy jetson is a Velociraptor, elroy jetson is a Stegosaurus, and astro the dog is a Apatosaurus, movie poster, animation*

Process: I went through a ton of different prompts and ideas for what I thought the poster and the movie might be about. I eventually came by to my original idea that it was the story of a futuristic family living with dinosaurs. Although the prompt kind of let me down visually as I really wanted the characters to all be actual dinosaurs, but I think Im ok with this interpretation of that idea.



Dinos of Tomorrow (#2)

Image: I used **Midjourney** (https://www.midjourney.com/) to create the image from the prompt: *childrens movie poster, animated, cartoon, illustration, old school style, 1960s, dinosaurs in space, dinosaur spaceship, dinosaur spaceship crew, dinosaur humans working together in space, space, planets. no text*

Process: In this version of the Dinos of Tomorrow movie there is some kinda of dino-human futuristic space war going on. Im not really sure how this ends or even how the conflict started.

FONT THOUGHTS..

I went with the two level text that uses the helmet for the "O" in "of." I really like that one, I think it kind of represents the idea that somehow this movie takes place in the future. But looking at it now in this context, I think I have some ideas for a few more changes to the way it looks.

1 Reply (1)

Darriell Franklin (https://wvm.instructure.com/courses/54604/users/94598)
Oct 13, 2023 7:39pm | Last reply Oct 17, 2023 6:16pm

Color Lockup With Image

Design Thinking

My design thinking for this project was to select elements that contribute to the genre of the film, horror. I selected images of a river that had a darker or eerie feel to them. Out of all my title concepts, I selected this one because I felt that it fits best with the overall design I am trying to achieve. The type has a worn away and faded look to it that adds a mysterious feel. I selected white as they type color because I felt that it gave the most contrast on each image.

In regard to hierarchy, I made the word "river" the most dominant word to draw the viewer's eye here. I want them to look at this and think, "what about the river?" Then the eyes are drawn to the rest of the entire title "don't go in the river." This coupled with the image selection is meant to be creepy, ominous, and mysterious making the viewer want to watch to know more.

2 Replies (2)

Lyana Lieu (https://wvm.instructure.com/courses/54604/users/51558)
Oct 13, 2023 7:30pm | Last reply Oct 13, 2023 11:39pm

Lockup #1

For my movie, I visualized a spooky foggy forest in the background. This creates mystery and suspense. In this particular lockup, there's a lot of white on the left, so using black for the text contrasted with the white and allowed the title to stand out. The viewer will read the title and follow the direction of the mist going towards the right where the trees are which is coincidentally following a "snake-like"/zig-zag path. I wanted the texture of the title to also match the texture of the mist which is why I used Westsac.

Lockup #2

Again, I used a foggy forest for the background. This time, there are dark shades of green which adds a pop of color. To contrast with that, I used a dark red for "Snakes in the". The red is also usually associated with danger, anger, energy, violence, and sacrifice. When the viewer views the red text on top of the dark foggy green forest, they will recognize that this is indeed a horror/thriller movie. For "Mist", I used the same grey color as the fog. In addition, I added mosaic tiles to the text to add a scaly texture to match the theme of snakes. The title is placed in an "empty" spot where it is surrounded by the trees so it is easy for viewers to locate it.

Lockup #3

For the 3rd lockup, I used the same text style as the 2nd lockup (without the mosaic tiles texture) to draw the viewer's attention towards the title first. Then, the viewer will notice the lake and mist surrounding the title.

3 Replies (2)

Shaka Shaw (https://wvm.instructure.com/courses/54604/users/156669)
Oct 13, 2023 6:52pm | Last reply Oct 13, 2023 7:58pm

My fictitious horror film was called "Songs At The Catacombs", which I found a bit limiting at first, since the Catacombs refers to a specific type of location. Catacombs are man-made subterranean passageways created originally for religious practice. The most well known example of these would be the Catacombs of Paris, which are said to hold the remains of more than 6 million persons. Normally, this and other catacombs locations are associated with images of stacked skulls, so I found two different images depicting this.

1.

In the first lockup, I elected to use the same font - Pragmata Pro Fraktur - that I landed on in the first set of drafts. The stark white contrasts against the black and gray of the background image. The words "at the" were typed in lower case and rotated to a slant to give the idea of falling down toward the word "Catacombs" which is large enough and spaced enough to be the dominant word in the title. Just above this, the visage of the dominant skull of the image is visible, allowing the empty sockets to bore into the viewer's soul a little bit.

2.

The second lockup I created uses the skull imagery, but features them stacked to better associate it with the actual interior of the Catacombs. For the font, I chose Cheddar Gothic Serif. I found that Cheddar Gothic Serif served two purposes here: on one hand, it kept the vintage style I landed on for the first lockup and on the other hand, the serifs on the characters resemble bones. In order to keep some consistency against the dramatic lighting in the image, I added a drop shadow behind the white lettering. To break things up between the dominant words in the title, I put the "and the" in Amandine. To me, #2 is the clear winner because I instantly connected this to the opening shot of some old horror film, which would be a cool stylistic choice for a modern-day Netflix horror film.

2 Replies (2)

Linh Ho (https://wvm.instructure.com/courses/54604/users/127849)
Oct 12, 2023 9:42pm | Last reply Oct 15, 2023 10:26am

I chose these designs because they arranged the design elements logically.

- #1 and 2: The visual unity between the title and the image conveys a message about the film's content. It also balances the layout and hierarchy of the header.

#1

#2

#3 Use the Golden Ratio principle. There is eye movement from the title to the robot image. The word "Andoid's" uses the closure principle.

#4 The rough and inconsistent font of the word "Adventure" makes the audience pay attention and become curious about the robots' adventures. It has a balance of space on both sides.

6 Replies (3)

Renee Fluor Apelo (https://wvm.instructure.com/courses/54604/users/91741)
Oct 12, 2023 6:22pm | Last reply Oct 13, 2023 5:47pm

The strongest title concept I chose is the #5 lock-up from the previous assignment. Also, as suggested, I dropped the word “The” from the original “The Secrets of the Ocean” title for more impact. For both Layouts #1 and #2, I chose a deep ocean fantasy theme background image to connect it with the movie’s title.

Layout #1 depicts a photorealistic mermaid character and ocean creatures. The deep blue background contrasts nicely with the title's bold/bright "Algerian" font outline. I cropped the background image and centered the mermaid for alignment/balance. I placed the movie title just left of the mermaid for proximity to associate it with the fantasy undersea world of a mermaid.

Layout #2 showcases an Anime-style mermaid character and cute ocean creatures. The dark turquoise background contrasts nicely with the title's bold/bright "Algerian" font outline. I cropped the background image and centered the mermaid for alignment/balance. I placed the movie title just left of the mermaid for proximity to associate it with the fantasy undersea world of a mermaid.

1 |

3 Replies

Kristen Corsaut (https://wvm.instructure.com/courses/54604/users/95562)
Oct 8, 2023 3:23pm | Last reply Oct 17, 2023 11:05pm

#1 Girl in a HAT (farcical psyfi comedy about artificial intelligence colony ***Habitat Artificiel Totale*** where people "live" in themed AI generated virtual worlds**)**

contrast

Bold display font in black stands out against faded area of white and colored stripes.

Open Counter of G and counters of R and A of title text are white.

alignment/balance

upscaled size and cropped background image so brightest eye is slightly left of center line to call attention to the title, and lines of shirt, "hat" and background habitat balance each other.

repetition/proximity

bouncy midcentury inspired font DoubleBass title text is sized similar to head and placed near so that it blends with background stripes and "L" connects at model's hat stripe like a stripe. G in girl points into the circle of the hat "tunnel" curve stripes. HAT is curved and the A is wearing a "hat" shaped like a stripe.

hierarchy

Overall colored curved stripes background grabs attention>GIRL leads into eyes>face>girl's hat>shirt>in a HAT text>background>whole title>whole image

#2 Girl in a HAT (my memoir of chemo hair loss disappearing visual lines of femininity that are in hair, eyebrows, & eyelashes)

GiRL font represents a unique internal personality and HAT represents a protective external social representation.

contrast/balance/repetition

Thinness of upper text balances thin lines in Girl's face.

Thick lines of lower text balance dark blob of clothing.

alignment/proximity/position

Guidelines are center vertical, center horizontal, and half of each quadrant for 8 total parts.

GIRL baseline rests on horizontal center guideline.

IN A is centered on horizontal baseline.

end of HAT rests on vertical guideline.

Girl's eyeliner is even horizontal and pointing to middle of R in GIRL.

Girl's eye is centered verically and horizontally on right half.

Girl's hat is above line of text (mostly).

Girl's mouth is on center horizontal guideline.

1 |

8 Replies (5)